Altmetrics for Editors

Altmetrics are a real-time measure of the attention your publications are receiving online. By using altmetrics you can identify who is talking about your content, where they’re having those conversations, and what they are saying.

Where to find altmetrics for articles in your journal

Altmetric badges and donuts
Altmetric data has been incorporated into the article pages of many journals. To view the Altmetric data for an article simply click the Altmetric badge or donut icon, depending on your integration, on the journal article page:

The Altmetric Explorer
If you have access to Altmetric Explorer for Institutions or Explorer for Publishers you can login to browse and report on all the attention data for every piece of scholarly content Altmetric has found attention for, including that published in your journal.

The Altmetric details page
Clicking on the badges on an article page or within the Explorer will take you to the Altmetric details page - a collated record of the Altmetric data associated with the article.

This includes mentions from news outlets, blogs, peer review sites, social media, wikipedia and more. You can see how the attention a single article has received compares to others published in the same timeframe or in the same journal by clicking on the ‘score in context’ section on the summary tab.

The Altmetric Attention Score is a weighted count of the attention an output has received. The colours of the donut reflect the sources that the attention has come from.
How altmetrics can be useful for Editors

Understand what’s getting attention and why
The Altmetric details page shows you a collated view of the original mentions that an article has received. You can also dig deeper into the data to see which articles from an issue have received the most attention.

Plan your outreach and engagement strategy
Search across the Altmetric Explorer database of over 4 million research outputs to see the Altmetric data for competitor titles and identify what’s been working for them.

Measure the effects of your promotional efforts
Identify your most successful promotional social media posts, blog articles and much more! Benchmark what’s working for you and focus your promotional efforts effectively.

Ensure your content is being interpreted correctly
View the conversations across online channels as they’re happening and respond to any comments that misrepresent your publications.

Inform future content strategies
Along with identifying who’s reading and commenting about your articles, altmetrics can help to inform editorial strategy when understanding the needs of new audience.

Find and retain key authors
Using the Altmetric Explorer’s powerful search functionality identify emerging authors in your field and provide valuable feedback to current authors.

Increase the attention for your journal

Post about your content!
Having regular posts about your latest articles scheduled on your blog, newsletter and social channels will ensure that your readers are kept up-to-date and may spark conversations around your content.

Identify what’s worked before
Search across your journal portfolio using the Altmetric Explorer and pinpoint the articles and journals that have received the most attention and see why.

Utilise your authors
Getting your authors to tweet, blog and share their work will mean that it will be more likely to be read and picked up by different audiences.

Make your publications open
Where possible make your publications free to read online. Papers which are open are more likely to be read and talked about, simple!

Let media contacts know
Make the most of contacts you have and let them know about your articles and ask them to share using their promotional channels.

For more information on using altmetrics visit altmetric.com or email us at support@altmetric.com